Mapline

A newsletter published by
The Hermon Dunlap Smith Center for the History of Cartography at
The Newberry Library

Number 96 Spring 2003

Gousha and National Survey Gifts Enlarge the Newberry's Holdings of American Road Maps

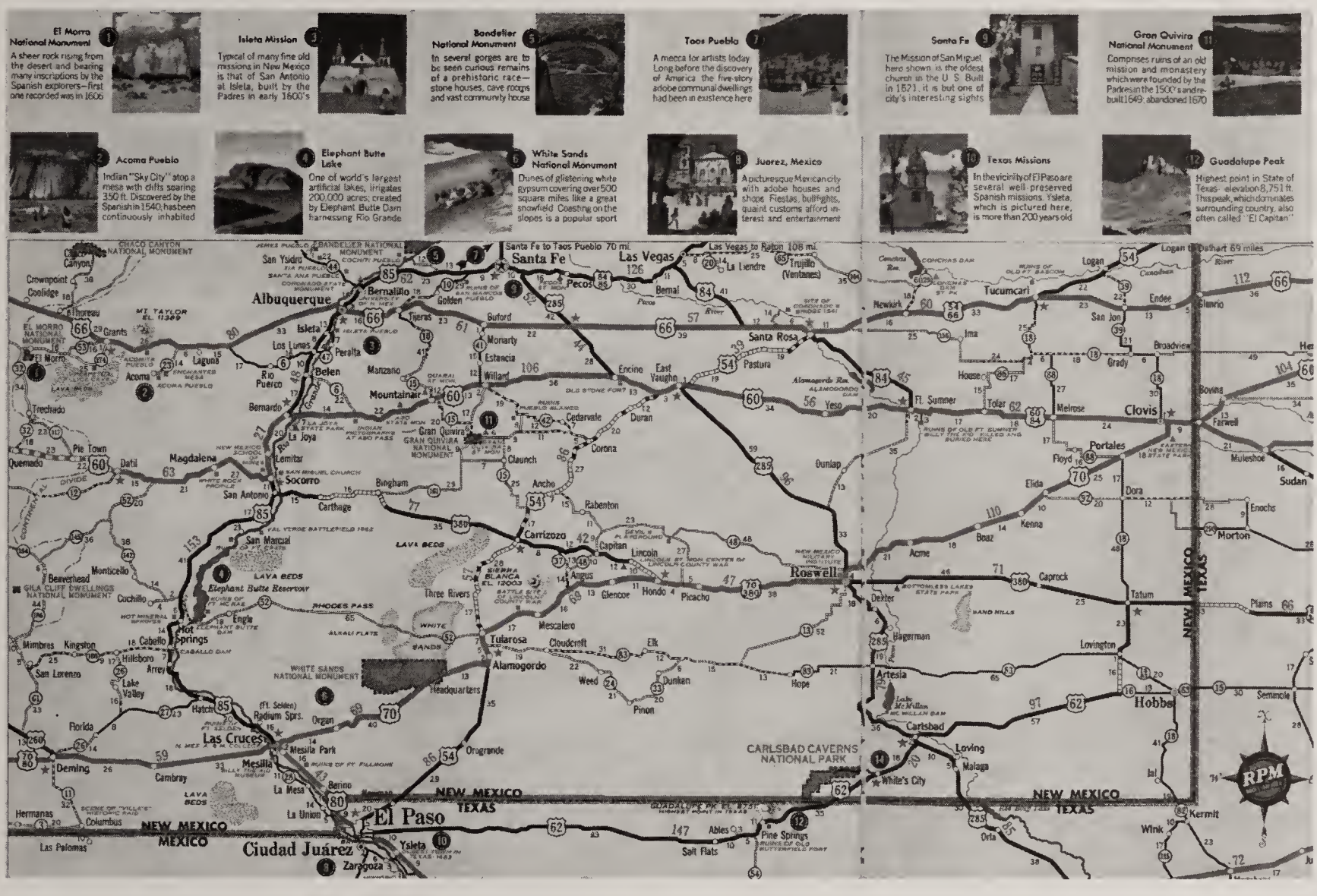

Figure 1. Detail from *Standard Oil Interstate Route Map. Southern Routes US 60, 66, 70, and 80.* Chicago: H. M. Gousha Co. for Standard Oil of California, 1941. Courtesy of The Newberry Library.

You have to be over forty to remember a time when self-serve gas pumps didn't exist, and when uniformed gas station attendants always filled the tank for you, checked your oil, and washed your windshield. If you asked, attendants would bring to you a crisp and neatly folded road map of your state or a city street map free of charge. The first "oil company" road maps were issued in the mid-1910s and the idea really caught fire in the 1920s. According to one estimate by the mid-1960s, more than 200 million "oil company" maps were published every year by the "Big Three" of the business, Rand McNally & Company, The H.M. Gousha Company (sometimes spelled Goushá), and The General Drafting Company. The days of "service with a smile," cheap gas, and free maps are long gone. But, thanks to foresight and generosity of several cartographic publishers, a nearly complete file of mint copies of those old oil company maps, as well as road maps issued by other types of roadside business, and many state and local governments and motor clubs are preserved in the Newberry Library.

In 1989, Rand McNally gave the Newberry its huge historic files of road maps, atlases, and other publications

(see *Mapline* 54, pp. 7-9). In 1998 the Langenscheidt Publishing Group, owner of the American Map Company, donated the extensive archives of a second member of the Big Three, The General Drafting Company, numbering some 25,000 items, which American Map had acquired in 1991 (see *Mapline* 84/85, p. 11). We are pleased to announce that the Newberry has recently acquired the map archive of the last leg of the Big Three, H.M. Gousha, as well as an archive of maps published by an important regional publisher of road maps and travel publications, Vermont-based The National Survey. These latest acquisitions firmly establish the Library as the leading center for the conservation and study of these important artifacts of twentieth-century American automobile culture.

Rand McNally Donates H.M. Gousha Archive

The H.M. Gousha gift, which includes some 100,000 road maps published from 1927 to 1996, is a homecoming of sorts. The company's founder was Harry M. Gousha, a sales executive at Rand McNally who left the company to found his own firm in 1926. Over the next several decades, The H.M. Gousha Co. was Rand McNally's leading competitor in the road map trade. Though originally based in Chicago, the company moved its headquarters to San Jose in 1947, a move which helped Gousha maintain a strong relationship with several Western based clients, notably Continental Oil (Conoco) and Standard Oil of California (Chevron). Gousha was acquired by the Times Mirror Company in 1961, which moved the road map operations to Comfort, Texas in 1966. Rand McNally acquired its former rival in 1996, and late in 2002 donated the Gousha map archive to the Newberry.

We ourselves have only just begun to explore the treasures of what is now the H.M. Gousha Collection. At its heart is a virtually complete file of H.M. Gousha road maps published from 1927 to 1996. Gousha's clients were not, however, limited to oil companies. In 1932, for example, the firm produced maps for the Chicago Motor Club, the Illinois State Highway Department and the Automobile Club of Missouri. Clients in 1963 included banks in Norfolk, Virginia, Colorado Springs, and Albuquerque, Allstate Insurance, the Alberta and British Columbia travel bureaus, and Pan-American Airlines. In later years Gousha published maps under its own name and a number of specialized tour and travel publications.

Gousha maps were highly regarded for their handsome, easy-to-read cartography. Students of American automobile culture will also value Gousha's innovative use of artwork and pictorial cartography to highlight places of scenic, historical, and cultural interest. One of my personal

Figure 2. Cover, *Travel New York with Conoco.* Chicago: H. M. Gousha for Continental Oil, [1933]. Courtesy of The Newberry Library.

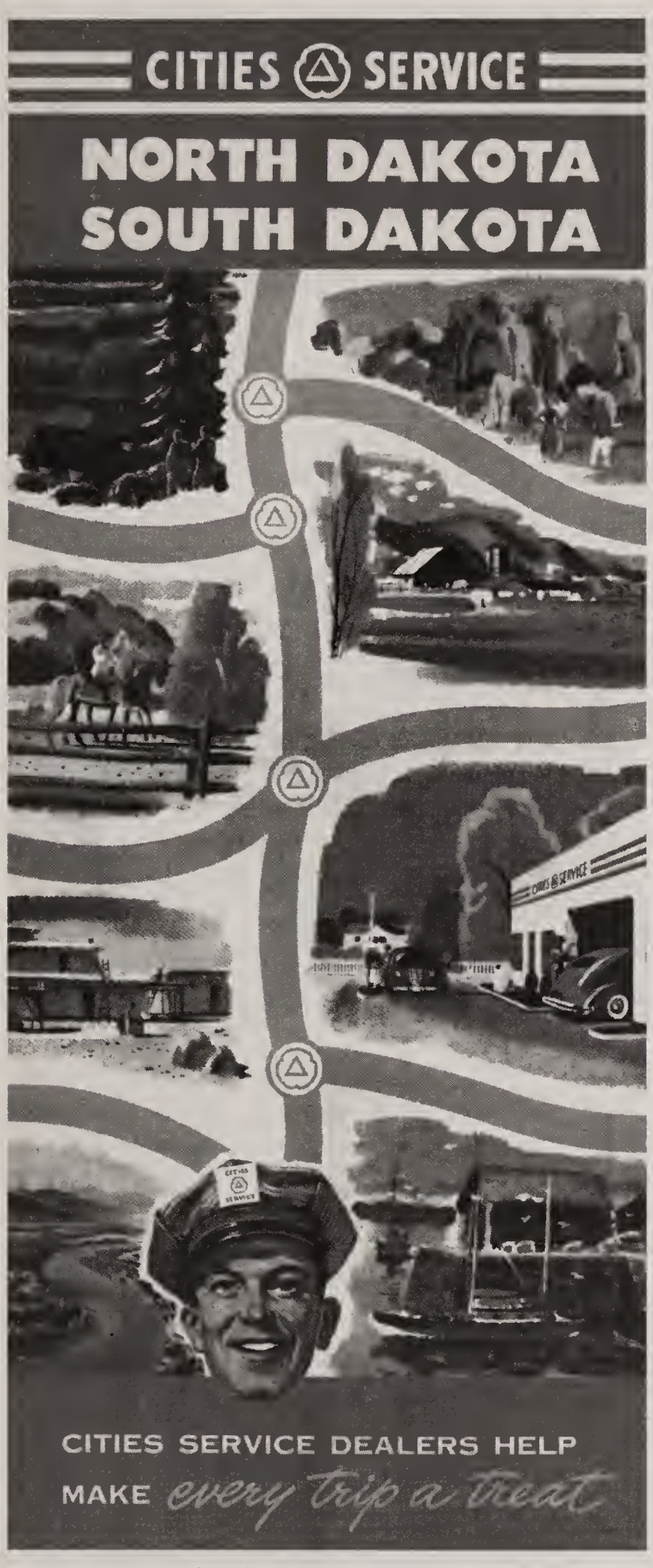

Figure 3. Cover, *Cities Service North Dakota, South Dakota.* Chicago and San Jose: H. M. Gousha for Cities Service, [1950]. Courtesy of The Newberry Library.

Mapline (ISSN 0196-1881) is published by the Hermon Dunlap Smith Center for the History of Cartography at the Newberry Library. The cost of an annual subscription is $10 for delivery to North America, $15 for all other subscribers. Back issues (as available) can be purchased for $2.50 each. An index of back issues and selected current features can be viewed online at www.newberry.org/nl/smith/mapline.html. Submission of news items or lead articles for Mapline is encouraged, and should be addressed to Susan Hanf, *Mapline* Editor, The Newberry Library, 60 West Walton Street, Chicago, IL 60610, email smithctr@newberry.org.

favorites is a diminutive road atlas published in 1941 for Standard Oil of California that highlights places of interest along U.S. Highways 60, 66, 70, and 80 (Figure 1). The cover art appearing on Gousha maps is often striking and beautifully documents how American automobile culture was idealized in its heyday. The exquisite Art Deco-style cover published for Conoco in 1933 uses maritime motifs and sexuality to associate gasoline consumption with the pleasures and adventure of travel (Figure 2; printed in Conoco's signature green and red). The cover of a 1950 Cities Service map (Figure 3) makes a similar association between automobile exploration of the country and buying gasoline, here personified by a squeaky clean uniformed station attendant.

Perhaps the most innovative travel product developed by Gousha was the *Touraide*, which wad developed for Conoco in 1936. Conoco's *Touraides* were personalized spiral-bound portfolios of route maps, lists of accommodations, and places of interest, assembled to the order of individual customers by the Conoco Travel Bureau, a free service offered to Conoco's customers. Customers simply sent to the bureau a letter detailing their travel plans and itinerary. They received their *Touraide* booklet by return mail, with a cover with inscribed with the customer's name and a set of maps marked to show a recommended route of travel (Figure 4). The Newberry possesses several of these completed booklets that were actually used by motorists in the 1930s–1960s. The Gousha Collection includes several magnificent complete editions of the sectional *Touraide* maps.

Commenting on the gift, Michael K. Hehir, president and CEO of Rand McNally, observed that "It is gratifying to play such a part in our nation's history and we plan to continue mapping the country for many years to come," adding "We're honored to be able to contribute to the resources of such a well-respected, local institution such as the Newberry." Rand McNally's generosity, indeed, insures that these important artifacts of twentieth-century American culture will be preserved for many generations to come.

Universal Map Donates National Survey Archives

We are pleased as well to announce the generous donation to the Newberry of an archive of several thousand maps, directories, and travel guides published by The National Survey by that Vermont company's current owner, Universal Map. The National Survey was founded in 1912 by the brothers Lawton V. and Henry F. Crocker. The Crockers were accomplished salesmen, having spent several summers as part-time traveling map sales agents for The Bullard Company of Boston. But in the summer of 1912 their relationship with Bullard disintegrated and the brothers were forced to compile and publish their own maps. The company's early success was built upon a series of highly detailed road maps of New England and Mid-

Figure 4. Page from *Touraide Prepared Especially for Evelyn B. Fronell.* Chicago: H. M. Gousha for Continental Oil, 1937. Courtesy of the Newberry Library.

Atlantic states that it sold in several formats, including wall maps and pocket-sized leatherette bound road atlases. By the mid-1920s, however, the free promotional oil company maps published by Rand McNally and others had nearly crowded The National Survey out of the market. After narrowly escaping bankruptcy, the company, now based in tiny Chester, Vermont, switched tactics and began to develop their own promotional maps and travel publications, chiefly for associations of New England motel and hotel operators, including the New England Hotel Association and the Northeastern Cabin Owners' Association (Figure 5). During World War II, The National Survey went entirely over to war production, publishing topographic maps for the Army Map Service and charts for the Navy's Hydrographic Office. This work continued for some years after the war, even as the company renewed its publication of tourists' maps and guides.

Universal Map was founded in 1976 and is now a major player in the travel publication and map industry. Its clients include Wal-Mart, K-Mart, Exxon, Amoco/BP Oil, Borders, and Barnes & Noble. Universal acquired The National Survey in 2000 and continues to operate the Chester enterprise as a division of Universal Map producing travel guides and maps primarily catering to the needs of the Northeastern United States. The donated collection is not a comprehensive archive of everything The National Survey published, but it is highly representative of most of the company's major product lines. As such, it will serve as a fine record of the printing operations of an important regional American map publisher during the Twentieth Century.

James Akerman
The Newberry Library

The Hermon Dunlap Smith Center for the History of Cartography was founded in 1972 at the Newberry Library to promote the study of the history of cartography through public programs, research projects, fellowships, courses of instruction, and publications. Further information about the Center is available on request from the Director, James R. Akerman, The Newberry Library, 60 West Walton Street, Chicago, IL 60610; email akermanj@newberry.org; or visit www.newberry.org/nl/smith/L3rsmith.html.

Smith Center News

HISTORY OF CARTOGRAPHY FELLOWSHIPS

The Newberry Library is pleased to announce the recipients of its 2003 Short-term Fellowship in the History of Cartography. **Deborah Allen** (Ph.D. Candidate in English, Rutgers University) has been awarded a one month fellowship for her project, "To Measure and Describe 'the Whole Globe of the Earth': Geographical Writing and Imperial Enterprise, 1700-1815." **Angelo Cattaneo** (Researcher, European University Institute) has been awarded a one month fellowship to pursue work on "The Reception of the Ptolemaic Theory of Geographical Projections within the Framework of Renaissance Drawing Techniques (1409-1538) and European Expansion." A one month fellowship was given to **Jessica Maier** (Ph.D. Candidate in Art History, Columbia University) for her research on "Imaging Rome: The Art and Science of Renaissance City Views."

The Newberry Library's Short-Term Fellowships in the History of Cartography are made possible by the generous suport of Arthur and Janet Holzheimer. The fellowships are open to applicants holding a Ph.D. and to Ph.D. students at the dissertation stage. Proposed projects must be related to the history of cartography and require cartographic materials in the Newberry Library. Fellowships are restricted to work in residence in the Library for periods of two weeks to two months. A stipend of $1,200 per month accompanies the fellowship. The next application deadline is 15 January 2004. For further information contact the Committee on Awards, The Newberry Library, 60 West Walton Street, Chicago, IL 60610–7324; e-mail research@newberry.org; or visit www.newberry.org/nl/research/L3rfellowships.html.

EVERYDAY MAPS SUMMER INSTITUTE

The Smith Center is pleased to host twenty-four school teachers from thirteen states in its upcoming Summer Institute, *Everyday Maps: Teaching and Historical Perspectives.* During their four weeks at the Newberry, participants will attend seminars and workshops, and will create interdisiplinary curiculum materials based on the library's map collections. Work produced during the institute will be published in subsequent issues of *Mapline*, and will be made available on the Newberry Library's Web site in the fall of 2003. The Institute is supported by a grant from the National Endowment for the Humanities, an independent federal agengy.

Figure 5. Detail from *Consolidated Tours Maps.* Chester, VT: The National Survey, n.d. Courtesy of the Newberry Library.

Recently Published

Reviews

Carlucci, April and Peter Barber, eds. *Lie of the Land: The Secret Life of Maps.* London: The British Library, 2001. ISBN: 0-7123-4751-8, $19.95. 64pp., maps, illustrations. Outside of the EU, distributed and marketed by the University of Toronto Press.

A spin-off from the recent exhibition of the same name at the British Library, this handsome little volume includes a useful checklist (with shelf marks) of the 133 items included in that exhibit. Its principal attractions, however, are some forty color reproductions of maps (or map details), each accompanied by a brief explanatory text. The selection is varied as to geographical coverage and date, and includes many maps that will be new to most of our readers. It's a book that will provide an entertaining and educational hour or two for the map-smitten on your gift list, and ought to be especially appealing to those interested in maps of World War II. Fully eight of the maps illustrated date from that period, including a German map of Plymouth designed for the invasion and three maps printed, incredibly, inside a POW camp.

Robert W. Karrow, Jr.
The Newberry Library

Also Received

Robson, John. *Captain Cook's World: Maps of the Life and Voyages of James Cook R.N.* Seattle: University of Washington Press, 2000. ISBN 0-295-98019-2, $40.00, cloth. 208 pp., 128 color maps, bibliography, gazetteer.

Schwartz, Seymour I. *This Land is Your Land: The Geographic Evolution of the United States.* New York: Harry N. Abrams, Inc., 2000. ISBN 0-8109-6715-4. 304 pp., 305 illustrations, 143 in full color..

Stearns, Peter N. *Cultures in Motion: Mapping Key Contacts and Their Imprints in World History.* Yale University Press, 2001. ISBN 0-300-08228-2, cloth, $35; 0-300-08229-0, paper; $15.95. 128 pp.

Briefly Noted

LECTURES and SEMINARS

Ptolemy's Geography in the Renaissance, A Warburg Institute Colloquium will be held **27-28 June 2003**. Thirteen scholars from Europe, North America, and the UK will explore the broad cultural contexts (e.g. religion, astrology, education, antiquarianism, art, and architecture) in which Ptolemy's Geography was edited, read, and commented upon in the Renaissance. Speakers include: Daniel Brownstein, Mario Carpo, Angelo Cattaneo, Lesley Cormack, Francesca Fiorani, Darin Hayton, Alfred Hiatt, Margriet Hoogvliet, Alexander Jones, Alessandro Scafi, Margaret Small, George Tolias, and Benjamin Weiss. Admission is £15 per day, half price for students. A program is available on the Warburg Institute web site, http://www.sas.ac.uk/warburg/lectures/ptolemy.htm. For more details please contact Elizabeth Witchell at the Warburg Institute at +44 (020) 7862 8949; e-mail Elizabeth.Witchell@sas.ac.uk.

Newport Art Museum is hosting a six-part public lecture series related to the exhibit **'The Boundless Deep . . .': The European Conquest of the Oceans, 1450 to 1840**," an exhibit from the John Carter Brown Library in Providence, Rhode Island. The schedule for the remaining lectures is as follows. **3 June 2003**, Lincoln P. Paine, "Orientations: Asian Maritime Ambition in the 15th and 16th Centuries." **23 June 2003**, Joseph F. Cullon (University of Wisconsin, Madison), "Shipbuilding by the Book: New England Artisans and the Maritime Arts." **8 July 2003**, Nathaniel D. Philbrick (Director of Egan Institute of Maritime Studies and Research Fellow at the Nantucket Historical Society), "The Wilkes Expedition." **17 July 2003**, Edward J. Lefkowicz (antiquarian bookseller and lecturer on whaling books) "An Illustrated Talk on the Printed Sources for Patrick O'Brian's Jack Aubrey/Stephen Maturin Novels and the Books Jack Aubery Used." For information, please contact the Newport Art Museum at (401) 848-8200; e-mail info@newportartmuseum.com.

INSTITUTES and CONFERENCES

The **2003 International Cenference on the History of Cartography** will be held **15–20 June 2003** in Portland, Maine and Cambridge, Massachuettes. The event is hosted by The Harvard Map Collection at Harvard University, the Osher Map Library and Smith Center for Cartographic Education at the University of Southern Maine, and Imago Mundi, Ltd. For additional conference information, visit www.ichc2003.org or send e-mail to info@ichc2003.org.

Visual Knowledges Conference to be held at the University of Edinburgh, **17-20 September 2003.** This interdisciplinary conference will investigate the role of visual technologies in informing, shaping and creating knowledge. Conference sessions will include both historical and thematic panels such as "Diagrams and Visual Communication," "Cultures of Mapping" and "Visual Geographies." Details and registration forms are available on-line at http://www.ed.ac.uk/iash/vkconf.html, or contact Professor John Frow, Director, Institute for Advanced Studies in the Humanities, The University of Edinburgh, Hope Park Square Edinburgh, EH8 9NW; e-mail iash@ed.ac.uk.

The Rocky Mountain Map Society will hold the **Third Annual Rocky Mountain Antique Map Fair** on **20 September 2003** at the Denver Public Library. A reception and dinner will be held on 19 September. For details

concerning the Fair or the dinner, visit the RMMS web site at http://www.rmmaps.org/.

The **International Map Collectors' Society 22nd international symposium** will be held **14-16 October 2003** in Nicosia, Cyprus. Preliminary details, including pre-symposium tour descriptions, are listed on the IMCoS Web site, http://www.harvey27.demon.co.uk/imcos/. For information, please contact Gabriella M. Georgiades, Symposium Secretariat, Bank of Cyprus Cultural Foundation, PO Box 21995, 1515 Nicosia; phone 357 22 848227.

The Society for the History of Discoveries 44th annual meeting, "La Nouvelle Frontiére: Exploration and Discovery of the Louisiana Purchase," will be held in New Orleans on **23-26 October 2003**. For additional information, visit the SHD Web site, www.sochistdisc.org, or contact Richard V. Francaviglia, Center for Greater Southwestern Studies and the History of Cartography, Box 19497-Central Library, The University of Texas at Arlington, Arlington, TX 76019-0497; phone 817-272-3997; fax 817-272-5797; e-mail francaviglia@uta.edu.

The **Australian Map Circle 2004 Annual Conference** will be held as a joint conference with the New Zealand Map Society, at the University of Waikato, Hamilton, New Zealand, on **9-11 February 2004**. The Conference Committee is currently accepting proposals for papers addressing historical and current mapping relevant to the Southwest Pacific. Each presenter will be allotted approximately 40 minutes, including time for questions. Please submit proposals for papers by 29 August 2003. Proposals should include a short abstract, affiliation details, brief biography, requests for any special facilities, and contact details. Additional information about the conference and proposals for papers may be obtained on-line at http://australianmapcircle.org.au/, or by contacting John Robson, jrobson@waikato.ac.nz.

FELLOWSHIPS and AWARDS

The Trustees of the **JB Harley Research Fellowships** Trust Fund are pleased to announce the tenth series of awards, offering support at a rate of £250 sterling per week. The fellowships are designed to assist research in the London map collections. The tenth series recipients are: Guenièvre Fournier (Ecole des Hautes Etudes en Sciences Sociales, Marseilles, France) "Views and maps of Marseilles, Genoa and Barcelona (15th-19th centuries)"; Anthony Mullan (Library of Congress, Humanities and Social Sciences Division, Washington, D.C., U.S.A.) " 'The Post-Road from Buenos Ayres to Potosi 1816': the Close Relationship of a Map to Travel Literature and Visual Culture"; and Professor Karl Offen (University of Oklahoma, Department of Geography, U.S.A.) "Mapping Mosquitia: Miskitu Identity and the Geographical Imagination in Northeastern Nicaragua." The closing date for fellowship applications for the eleventh series is 1 November 2003. For information contact Tony Campbell, Hon. Sec., Harley Fellowships, 76 Ockendon Road, London N1 3NW, UK; e-mail t.campbell@ockendon.clara.co.uk.

The British Library is currently accepting applications for the 2003 **Helen Wallis Fellowship**. This annual fellowship offers a privileged working environment in the British Library. The fellow will have access to materials and to the reading rooms similar to privileges granted to staff, will be provided a work station with an e-mail account and access to the Internet, and will be entitled to £300 to spend on Library services. The award confers recognition on a scholar, from any field, whose work will promote the extended and complementary use of the Library's book and cartographic collections. Preference will be given to proposals that relate to the Library's collections and have an international dimension. The fellowship may be held as a full or part-time appointment, and would normally be for 6-12 months. For further details, please contact Peter Barber, Head of Map Collections, The British Library, 96 Euston Road, London NW1 2DB; e-mail peterbarber@bl.uk; or visit on-line at http://www.bl.uk/collections/maps.html

The University of Wisconsin-Madison's **Arthur and Janet Holzheimer Fellowship** for 2003–04 has been awarded to Neil Safier (Johns Hopkins University). He will take up the fellowship in May and June 2004. The Holzheimer fellowships are open to applicants holding a PhD or equivilant to pursue work related to the History of Cartography at the University of Wisconsin-Madison. For further information and application materials for the 2004–05 fellowship, contact Loretta Freiling, Institute for Research in the Humanities, 1401 Observatory Drive, University of Wisconsin, Madison, WI 53706; fax 608-265-4173; e-mail freiling@wisc.edu.

The American Geographical Society Library, University of Wisconsin-Milwaukee Libraries, welcomes applications for **Helen and John S. Best Research Fellowships**. Stipends of $375 per week, for periods up to four weeks, will be awarded to support residencies for the purpose of conducting research which makes direct use of the Library. The Fellowships will be tenable between 1 December 2003 and 30 November 2004. The AGS Library, the former research library and map collection of the American Geographical Society of New York, has strengths in geography, cartography and related historical topics. Applications must be postmarked by 15 September 2003. For further information, contact the AGS Library at: P.O. Box 399, Milwaukee, WI 53201-0399; phone (414) 229-6282; e-mail agsl@uwm.edu; or view details on-line at http://www.uwm.edu/Libraries/AGSC/best.html.

EXHIBITS

In conjunction with the 20th International Conference on the History of Cartography, the Harvard College Library

will host an exhibit entitled "**Treasures of the Harvard Map Collection**." Significant items will be selected from the Houghton Library's Leichtenstein Collection, the Harvard Map Collection, the Gutman Library of the Graduate School of Education, and the Harvard Collection of Historical Scientific Instruments. Items to be shown include: Casper Vopel's world map ca. 1558 in 12 sheets, Jodocus Hondius' 1595 8-sheet map of Europe, John Seller's 1675 map of New England, Sanuto's 1588 atlas of Africa; Jeremy Belknap's 1796 manuscript maps of the boundaries between the U.S. and the Indians, and a Korean manuscript atlas from the 17th century. This exhibit will open to the public on 16 June 2003 and run through September 2003. Additional information may be requested by contacting maps@harvard.edu.

On 27 April 2003, The Newport Art Museum in Rhode Island opened an exhibition of books, maps, and manuscripts relating to maritime history. entitled " **'The Boundless Deep . . .': The European Conquest of the Oceans, 1450 to 1840**." The objects on display are entirely from the holdings of the John Carter Brown Library in Providence, Rhode Island. The exhibit, which will remain open through 27 July 2003, addresses the epic story of the European expansion across the oceans, beginning with the Portuguese voyages down the west coast of Africa in the middle of the fifteenth century and culminating in the great scientific expeditions of the eighteenth and early nineteenth centuries. The exhibit will be accompanied by a six-part lecture series to be held at the Newport Art Museum. Details concerning the exhibit or the lecture series may be obtained from the Newport Art Museum at (401) 848-8200; e-mail info@newportartmuseum.com.

On 25 April 2003, The Royal Library in Copenhagan opened "**Denmark on the World Map**." The exhibit shows the history of Danish cartography through maps of Denmark and the works of Dansih cartographers abroad. Objects included in the exhibit date from a Ptolemy muscript ca. 1250 to modern day computer-generated maps. The exhibit will run through 27 August 2003. Details are posted on-line at http://www.kb.dk/index-en.htm.

Cambridge University Library's Exhibition Centre most recent exhibit, "**Unfolding Landscapes: Maps of Cambridgeshire from Elizabeth I to Elizabeth II**," traces the key events in the mapping of the County from 1573-2003. Included are the County maps of Christopher Saxton, William Kip, John Speed, Philip Lea, Emanuel Bowen, Richard Baker and others; Richard Lyne's map of Cambridge (1574); John Ogilby's map of the road from Oxford to Cambridge (1675); and Ordnance Survey maps from 1836 to the present day. The exhibition will remain open through 18 October 2003. For additional information, contact the Library's Exhibition Centre at (01) 223 333030 or visit the Exhibition Centre's Web site at http://www.lib.cam.ac.uk/exhibitions/unfold/index.htm.

WEB NOTES

"**Lewis & Clark: The Maps of Exploration 1507–1814**," an exhibit held at the Albert H. and Shirley Small Special Collections Library of the University of Virginia from November 2002 to May 2003 is available on-line at http://www.lib.virginia.edu/speccol/exhibits/index.html. The exhibit features a comprehensive collection of maps that Thomas Jefferson, Meriwether Lewis, and William Clark studied in preparation for the historic journey. Visually stunning, the maps that make up the exhibition reveal the way that cartographers imagined the West. The maps depict whimsical inaccuracies such as California as an island, or the Pacific just west of the Appalachians, or the Mississippi River flowing into the South Seas.

"**American Shores: Maps of the Middle Atlantic Region to 1850**," an on-line exhibit drawing on the holdings of the New York Public Library is available for viewing at http://www.nypl.org/research/midatlantic/. This exhibit is devoted to a number of historically significant maps of the Mid-Atlantic region up to 1850. The site begins with a brief essay on the nature of the items featured on the site and continues with three other sections: Basics of Maps, Maps Through History, and Geographical Areas. Basics of Maps provides a valuable introduction to the various aspects of cartography and the basic layout of maps. Maps Through History draws the user's attention to the importance of nautical maps of the area, most notably those of the Hudson River and charts of the North Atlantic. Geographical Areas has a selection of important maps beginning with early maps of New York City neighborhoods and finishing with a survey map of the tidewater region of Virginia completed by Peter Jefferson, father of Thomas Jefferson.

The International Antiquarian Mapsellers Association announces the formation and opening of the first search engine developed specifically for the antiquarian map trade. It may be accessed from the IAMA website, www.antiquemapdealers.com.

The Web site for the **The David Rumsey Historical Maps Collection** (www.davidrumsey.com) now includes a section related to the Lewis and Clark expedition. This section features 30 maps, including Arrowsmith's 1802 "New Discoveries in the Interior Parts of North America," Samuel Lewis' 1814 "Map of Lewis and Clark's Track, Across the Western Portion of North America," US General Land Office maps of the 1860-70s, modern USGS National Atlas of the 1970s, and NASA sdatellite imagery of the 1990s. All of these maps have been georeferenced and are provided with web browser based tools for geopspatial analysis and visualization (GIS) and interactive comparison. The Lewis and Clark section can be found at http://www.davidrumsey.com/gis/lewisclark.htm.